

PAGE
ONE
POWER

PROCESS GUIDES **Site** **Assessment**

for link worthy pages



At Page One Power experience guides our every process. Your campaign is completely customized according to a variety of factors, including your industry, website, target demographic, linkable assets, and brand presence.

THE STEPS:

DISCUSS

DISCOVER

REVIEW^{X3}

We use an established site assessment process designed to help us better understand your site's current performance and locate linkable assets:

- 1. Discuss Website History and Goals**
- 2. Manual Discovery and Site Exploration**
- 3. Review Top **Shared** Pages**
- 4. Review Top **Linked** Pages**
- 5. Review Top **Visited** Pages**

DISCUSS

Discuss Website History and Goals:

You are the expert. You know more about your company than we ever will. We know your time is valuable, and we will respect that. Depending on your familiarity with SEO and marketing, we ask which pages:

1. Perform the best.
2. Convert the best.
3. Require priority for other marketing efforts.
4. Receive the most traffic.
5. Deliver the most value to target audience.
6. Contain the most helpful information.

From this conversation we'll gain a better understanding of your brand, your website, and your goals.



DISCOVER

Manual Discovery & Site Exploration:

SEO's love to tout their use of tools, technology, and data – and we are no exception. But we take a common sense approach, manually exploring your website and pages rather than relying solely on automated assessment.

We believe in the power of people at Page One Power. Every link we build takes a human-first approach. Our research and analysis of your site, industry, and competitors is no different, emphasizing a human-oriented approach.

We click through your site, explore your navigation, products, offers, services, and resources as if we were a potential customer ourselves. We want to understand the value your site offers, what makes you unique, and how best to promote your site across the world wide web.



BuzzSumo | Review Top Shared Pages:

Which pages on your site are being socially shared? These are the pages your audience, visitors, and customers value enough to share with their friends and family on social media.

BuzzSumo helps us find and analyze these pages with minimal effort.

We input your domain for a list of pages that have received the most social shares, on which networks, and by whom.

Content	Facebook Shares	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Total Shares
Search Competitor Analysis with SERPstat— Tutorial Tuesday pageonepower.com - More from this domain By Kate Smith - Dec 2, 2015	81	63	29	0	1	171
Are You A Lazy Content Curator? 5 Methods To Empower Curated Content pageonepower.com - More from this domain By Steven Peters - Nov 2, 2015	32	38	47	2	32	151
Find and Research Influencers with BuzzStream Discovery - Tutorial Tuesday pageonepower.com - More from this domain By Andrew Dennis - Dec 30, 2015	132	4	8	0	0	144
2014 Link Building Success Stories - SEO Experts Share Their Stories pageonepower.com - More from this domain By Cory Collins - Jul 4, 2015	0	0	4	0	139	143
Thanksgiving 2015: What We're #SEOGrateful For pageonepower.com - More from this domain By Kate Smith - Nov 24, 2015	14	43	76	0	7	140
Cake, Elsa & Expertise: A Sideways SEO Story pageonepower.com - More from this domain By Michele Chesley - Jan 21, 2016	76	32	12	0	1	121

We can also export this information into an Excel file, which allows us to analyze the data efficiently.

REVIEW ²

Majestic & OSE | Review Top **Linked** Pages:

No research is complete without analyzing which pages are already performing well. This means analyzing which pages on your site have received the most links – specifically the most referring domains.

We employ two different tools to ensure we receive a complete picture:

1. Majestic
2. Open Site Explorer by Moz

#	Page	External backlinks	Referring domains	Trust Flow	Citic Flow
1	Computers / Internet Title: http://pageonepower.com/ Crawl Result: HTTP 301 Permanent Redirect → http://www.pageonepower.com/	5,461	208	21	34
2	Computers / Internet Title: Link Building Company Page One Power http://www.pageonepower.com/ Crawl Result: Downloaded Successfully	952	96	21	47
3	Computers / Internet / On the Web Title: http://pageonepower.com/link-building-service/ Crawl Result: HTTP 301 Permanent Redirect → http://www.pageonepower.com/link-building-...	140	39	15	25
4	Computers / Internet / Web Design and Development Title: Linkarat's Link Building Resources - Linkarat http://www.pageonepower.com/link-building-resources Crawl Result: Downloaded Successfully	2,504	21	15	36

Page Title & URL	PA	Linking Root Domains	Inbound Links	HTTP Status	FB Shares / Likes	Tweets	Google +1s
Link Building Company www.pageonepower.com	48	184	1,438	200	29 / 22	N/A	1,698
Linkarat's Link Building Resources - www.pageonepower.com	41	24	703	200	40 / 0	N/A	254
Link Building Blog Linkarat's Link Building Resources - www.pageonepower.com	38	11	691	200	1 / 0	N/A	573
Are You A Lazy Content Creator? - www.pageonepower.com	35	13	496	200	7 / 22	N/A	0
[No Title] - www.pageonepower.com	35	13	448	No Data	0 / 0	N/A	139
[No Title] - www.pageonepower.com	34	14	40	No Data	45 / 7	N/A	55

Both tools allow us to export data to Excel, where we analyze your top linked pages. From this process we learn which pages:

- Perform the Best
- Have Discrepancies Between Links and Shares
- Have Some Links but Deserve More
- Have Problematic HTTP Status Codes
- Have Link Reclamation Opportunities

This information will guide your campaign and improve our ability to achieve your goals and expectations.

REVIEW 3

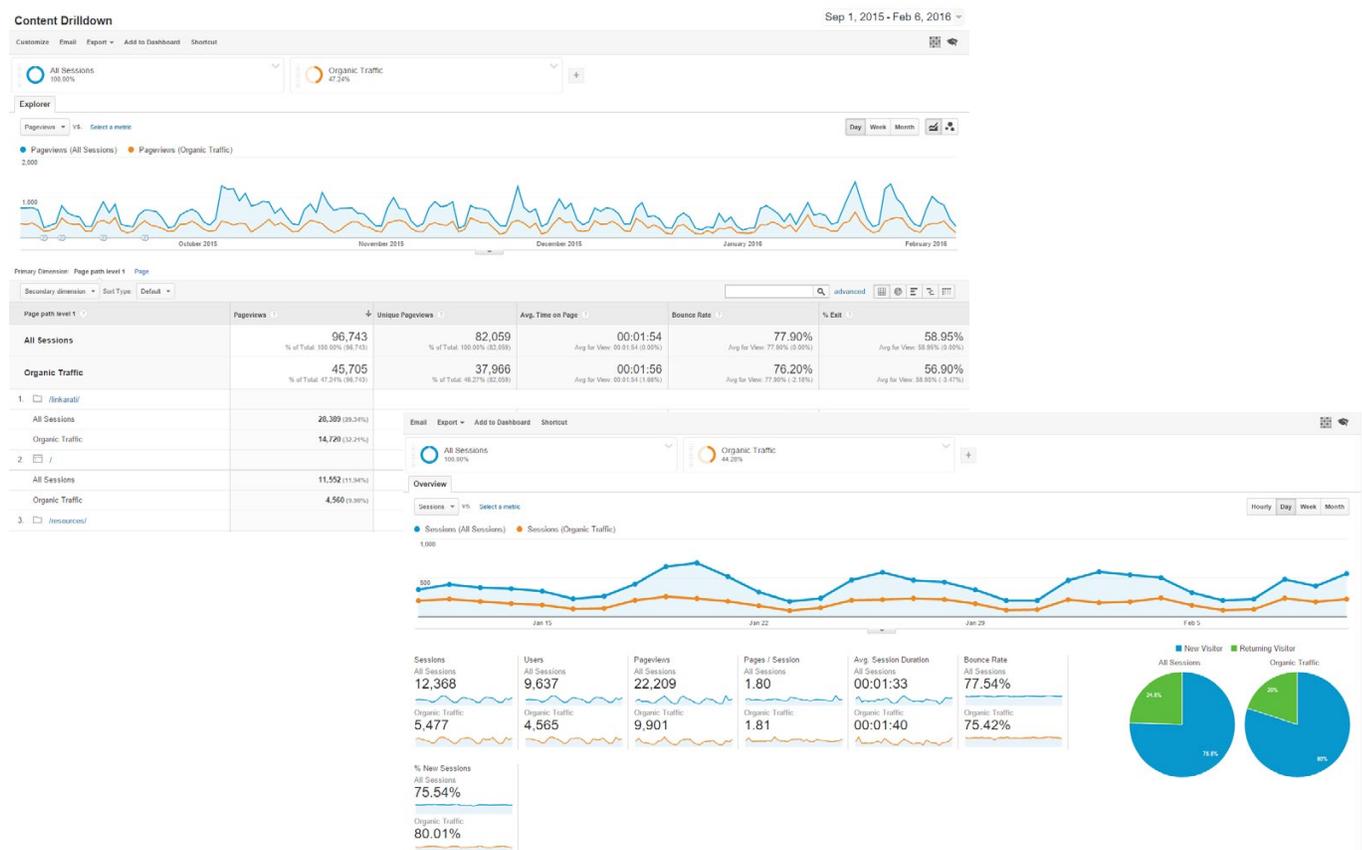
Google Analytics | Review Top Visited Pages:

To customize your campaign, we request access to Google Analytics and Google Search Console. These tools help us measure the impact of the campaign and better report on **key performance indicators** (KPIs).

In common language, this helps us analyze the results of our work and report it clearly to you. We want to be sure we're achieving your specific goals, and the best way to measure that is by setting (and tracking) goal-specific KPIs.

At the beginning of the project we pull information and data from Google Analytics to serve as a benchmark. We also analyze your pages with the most traffic (All Session and Organic Traffic).

Reviewing the top-trafficked pages allows us to understand which pages your audience visits most frequently. This helps us identify linking opportunities, and analyze the overall performance of your site.



QUESTIONS? JUST ASK



Link campaigns require strategic and intelligent marketing to secure the links you deserve. We use human creativity, guided by experienced processes and data, to inform your custom campaign.

If you want to see how we determine linkable assets for enterprise-level sites our Content Marketing Manager, Cory Collins, outlined this process with Sur La Table (not a client) on the industry-leading publication

[Search Engine Watch >>>](#)



Collins also covered the actual process of promoting linkable assets for links on Search Engine Watch which you can [view here >>>](#)



We look forward to working with you.